



What's In The Name
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Collaborative Strategic Selling Skills

Objectives

- Enhance the knowledge bank on the 360 degree sales cycle
- Enhance the elevator and the sales pitch
- Sell ideas, insights, and perspectives that influence the buyer's agenda
- Develop critical and lateral thinking to develop accounts & cross sell
- Initiate a workable strategy and process that can be further enhanced and developed to benefit self and the team

Recommended Modules:

Become a Whole Brain Selling Leader

This module will empower the participants to understand the individual brain preferences. Enable them to read behavior better and draft responses in a professional manner. This improves the chances of success as a salesperson as they master the art of speaking the language others understand. It's a new age paramount- sales tool.

Unbelievable Consulting Skills

You won't sell; you will consult

This module is for seasonal salesperson that has the spark and the ability to make it even better in the rigid sales arena. This is a step up course that will add Leadership skills, Managing expectations/team, Feedback Premier, Negotiation and Closing skills. Managing your sales to get optimum results – this module will add the flare to the seasonal salesperson to take up more onus and ownership which is the key in building sales revenue.

Winning Negotiation Skills and Listening Skills

Have you lost deals due to lack of concrete negotiation? If yes, then we can enhance the style of Negotiations, end - to end mutual winning and style that will be a winner with your customers and you.

Have you lost sales – because of not listening, If yes – this training module will lay emphasis on the power of listening skills and how they contribute towards achieving sales success.

Power of Questioning and Probing Skills

This module will throw light on asking the right questions that will get you and your team that sale. What are questions? What's the importance of asking the right open - ended questions? What harm will a close - ended question do to the sales call/meeting?

We will enhance the (HOOK), improving the chances of a better interaction between sales team and the customer.

We will address the concerns and throw light as to how, just by asking the right questions your team can win sales. This module will also share insight into how one can leverage sales through existing sales accounts by asking right questions.

Non-Traditional and New Closing Skills

ABC Always be closing is the mantra that is the bread and butter of salesmen, regardless of what your team sells. If the closing were week no matter what – the sale wouldn't happen.

Let us, add more value to your sales team by helping them close better to improve the sales revenue.

Objection Handling

Objections are important – survival through the process of these objections ensures the path that leads to a closure. Master the art of solving the riddles that are called objections in the world of sales.

Lead Generation

Limited lead generation means a limited sales pipeline. Use this module to uncover the avenues to look for leads and widen the spectrum of looking for leads. This module will help generate a healthier pipeline.

Cross Selling – Leverage existing clients for multiple sales activities

This module is adapted to help sales teams to identify and cross-sell within the existing sales leads or customers. We will pass over the smart tools to the team that will help identify – The Key Decision makers, Opportunities, and Sales Pipeline.

This module will highlight the advantages of selling to the existing customer than getting a new one. It will also awake the salesmen who are not familiarized to the idea of cross selling. Over all a new mind set, opening up the sales doors.

Handling Client Situations

This module is designed to help identify the hidden leader in salesmen. We teach participants how to handle situations at the different stages of the sales life cycle. And how being a strong and thorough consultant can be a rewarding experience. Only a perfectly balanced mantra works in handling the toughest of the client situations. We put strong emphasis on the personal character strengths hence improving the situation handling capability.

Rapport and Relationship Building

People buy from people. We cannot play a game of football without the goal post. Similarly we cannot sell without building rapport and relationships. This module prepares to break the invisible wall and get into the mode of creating great vibe and relationships that result in a win win at both ends.

Conducting Flawless Client Meetings

Help Help and more help in conducting flawless client meetings. Is there a mantra to conduct a successful client meeting? Understand the techniques to deliver a top-notch client meeting. This module will share unique flow and agenda that will help achieve result orientated client meetings.

Think on Your Feet –Develop Wit and Smart Conversations to stand apart

As we say common sense is uncommon! Thinking on your feet and approaching conversations with an edge at the client end is an art. This module prepares you for those conversations that you are not prepared for. This module will help sell better, develop unique approach to problem solving, and enhance thinking skills.

Email Writing – Make that impact

A bad email can damage a potential client. Make an impact by writing amazing emails. Write emails that lead to results. Develop a sense of targeting and value generation through emails. One email can make or break the potential clients.

Use of Social Media to sell well – Connect – Advance and Sell

The dynamics of the market place has changed. Selling and networking has evolved and advanced drastically over the last five years. This module is a fantastic amalgamation of how to sell well in the era of social media.

This module will introduce new social media tools. It will share the advanced use of LinkedIn. It will also share the evolved benefits of selling via social media and the power of networking.

Communication and Presentation Skills

One bad presentation can lead to bigger disasters in the world of sales. This module is an amazing amalgamation of important elements like - communication – verbal and non-verbal, presentation skills, attitude, self-confidence and image uplift. These important elements draw the line between polished and not so polished salesperson.

Effective Follow Up

48% of sales people never follow up with the prospect, 25% make a second contact and stop. Only 2% sales are cracked on the second follow up. 80% sales happen between 8th – 12th touch points with the client. Learn the art of systematic follow up to outdo the numbers each single month.

How to Open and Close a Telephone Conversations

Cold calls are a very important part of the sales process. Usually, it is the first point of contact with the client. Can we afford to make a mistake? Learn how to make better cold calls to produce results.

Innovation and Leadership

Induce innovation and leadership qualities to make the process of selling fun and productive. Shed the away old methods and gain a whole new perspective on leadership and innovation.

Value Generation

ABC is out ABCV is in - Always be creating value. Learn how through this module.

Posture Building and Execution

Ask yourself; do we need a posture to sell? If the answer is YES, then this module is the key to the success of the sales cycle. Learn the art of maintaining and selling with the posture that shines.

Methodology -

Strategy - Requirement Gathering

We plan elicitation by connecting with the subject matter experts to design a targeted training solution. We plug the information into our existing framework and aim to deliver a customized exchange.

Analysis of your existing processes, programs and case studies will also help in collating the right data and information that will be added to the contents of the presentation.

- Role Plays
- Analysis
- 70:30 learning ratio
- Games
- Activities and tasks
- Case studies
- Visual aids
- PowerPoint presentation
- Exchange and Coaching

Training Follow On Strategy*

Impact Analysis Training (IAT) - We will follow up on the post training impact with the participants using various methodologies like quizzes, tests, online questionnaires, peer interaction, interviews, feedback forms, crash courses, real life demonstrations & case studies. The strategy will be developed in collaboration with the Key Stake Holders and the deep analysis of the target audience. A road map will be executed based on the real time information. Within this strategy we will formulate the deliverables like number of hours, number of months, methodology, commercials, frequency and topics.

*** IAT is a follow on strategy which is not covered in the quoted training cost.**